WHAT IS CLAIMED IS:

1. Apparatus for driving a cholesteric liquid crystal display comprising:

a) the display including cholesteric liquid crystals having a first planar reflective state and a second transparent focal conic state, which is respectively responsive to different applied fields;

b) an addressing structure having rows and columns of conductors arranged so that when a column and a row overlap, they define a selectable pixel or segment to be viewable or non-viewable;

c) means for switching between a first and a second fixed voltage;

d) voltage divider means responsive to the first and second fixed voltages for providing one of two selectable voltages for each column and one of two selectable voltages for each row; and

e) means for selecting one of the first and second fixed voltages for causing the voltage divider means to provide one of two voltages for a column and one of the two voltages for a row so that a voltage for a particular pixel or segment which will cause such pixel or segment to be in a transparent or reflective state.

2. The apparatus of claim 1 wherein the voltage providing means is a single chip.

3. The apparatus of claim 1 wherein the voltage divider means includes a series of resistors.

4. The apparatus of claim 1 further including means responsive to an input signal for causing the selection of appropriate diodes to provide the appropriate voltage at a selected pixel or segment of the display.